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**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR DELIVERING
DISSIMILAR ENTERTAINMENT AND ADVTERTISING CONTENT TO A
PLURALITY OF SUBSCRIBERS**

ABSTRACT

A method and article of manufacture are provided for facilitating the delivery of dissimilar content to a plurality of subscribers. Entertainment content can be delivered to the subscribers on-demand and commercial advertisements can be directed to specific subscribers based on a priori demographic knowledge. The subscriber pool is segregated into smaller sets called facilities. Dissimilar content is delivered to a plurality of facilities by computer networks and satellite feeds from a distribution center. The dissimilar content in each of the plurality of facilities is managed by a pointcast server that interleaves compressed digital content from broadcast, on-demand entertainment and commercial advertisement stored in a high-speed access cache. The interleaving of content is specified by a presentation script developed by the distribution center and disseminated to the plurality of facilities.

J'maev, Jack 45,669
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